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(847)870-7027 Fax (847)870-0120



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Cabinet Dimensions: 84"H x 27 3/4"W x 42 1/2"D



NBA

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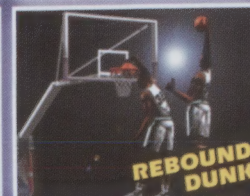
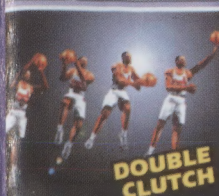
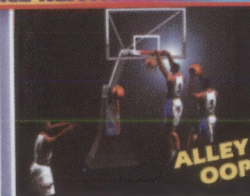
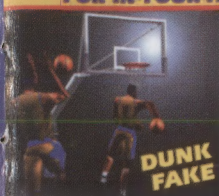
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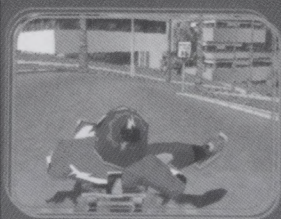
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area 51/site 4

It may be alien in theme, but Atari's latest release is very familiar in configuration. That's right ... in mid-November, Atari Games Corp. announced the release of Site 4 universal kit. Recently released in deluxe and dedicated upright configurations, Site 4 is a gun game following up Atari Games' extremely popular Area 51. Site 4 features an innovative combination of event-style and classic move-style game play along with a wide assortment of secret rooms and power-ups. The attractive price makes the Site 4 universal kit a compelling buy for every arcade and route operator, said Atari execs.

"Site 4 is the third in our series of excellent gun games," explained marketing VP Mary Fujihara. "Developed by the same team that created Area 51 and Maximum Force, Site 4 builds on the alien characters and storyline that made Area 51 so popular and elevates it to a new level of excellence."

The biggest difference between Site 4 and its predecessors is the innovative pairing of movie-style gameplay and independent skill-

based events. Set up like training missions, the 18 different events offer a wide range of scenarios from which to choose, all designed to hone players' skills before they enter the final battle with the aliens. Following Atari's gun game tradition, the title is packed with long-term play incentives. There are hundreds of shootable objects, multiple types of power-ups, and of course, hidden rooms that will keep the

experienced player hunting. The menacing Alien Queen, the giant boss character waiting at the game's end, provides players additional incentive to play through and reach the end.

"This game features a winning formula which operators should love," Mary evaluated. "It has simple, addictive, proven gameplay with nearly endless variety for high-end players. It's the perfect game for every type of retail location: arcades, bars, FECs, convenience stores, bowling alleys ... anywhere you find casual or hardcore gamers. Operators should be delighted by the low retail price of the kit. We have priced the kit very competitively, allowing all types of locations to offer their players unparalleled depth."

The Site 4 universal kit can be installed in any JAMMA-compatible cabinet. Contents include PCB board with hard drive, kit decals, guns, cables, harnessing and holsters. Kits began shipping late November. For more information on Site 4, contact Coin Cascade or your local agent.



THE NEW IMAGE IN PINBALL

REVENGE FROM MARS

It's *Revenge From Mars*, the first game to ever combine the best of pinball's past with the technology of the future. By merging fast and furious playfield action with eye-popping computer graphics, *Revenge From Mars* is the next evolution of pinball.

What players have always loved about pinball is still the foundation for *Pinball 2000*: the physical sensation of launching that silver ball and controlling its flight through the use of flippers. But what distinguishes the game play of *Revenge From Mars* and future *Pinball 2000* titles from games of old is monumental.

The game's story will actually unfold before the player's eyes as a reflected video image on the playfield. Rather than imagining a ramp shot represents the destruction of a Martian space ship, players actually watch the ship explode in frightening detail. And, unlike old pinball games, almost any shot will elicit a virtual image reaction. The hands-on feel of traditional pinball coupled with the instant gratification and mind-blowing graphics of a video game results in the most engaging, interactive, and entertaining pinball game of all time.



The innovation of CPU controlled game play makes for a deeper, more realistic story line. In *Revenge From Mars* players must battle their way through more than twelve distinctive waves to stop the Martian invasion, including *Paris in Peril*, *Mars Kneads Women*, and *Martian Happy Hour*. Complete any three waves to start a bonus wave. Complete all bonus waves to reach the "Mothership Multiball" where you'll attack Mars in the ultimate battle to make the Milky Way safe for all mankind.

Forget everything you knew about pinball. This is something entirely different. Entirely better. It's *Revenge From Mars*, the first-ever game to utilize the technology of *Pinball 2000*.

The New Image in Pinball.

SPECIFICATIONS

OVERALL DIMENSIONS	
Height: 77"	195.42 cm
Depth: 48"	121.92 cm
Width: 54"	60.96 cm
Weight: 360 lbs.	163.30 kg
BACKBOX	
Height: 59"	71.12 cm
Depth: 23.5"	59.69 cm
Width: 54"	60.96 cm
Weight: 130 lbs.	59.07 kg
CABINET	
Height: 48"	114.30 cm
Depth: 48"	121.92 cm
Width: 52"	55.88 cm
Weight: 230 lbs.	104.33 kg



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ATEI International

NOW in its 55th year, the legendary Amusement Trades Exhibition International (ATEI) was held in London at the famous Earls Court Exhibition Centre January 26-28 and attracted over 22,000 visitors from more than 100 countries. The number of exhibitors also increased from 211 in 1998 to 250 this year.

The show featured an extensive range of video games, AWP/SWP gaming machines, juke boxes, kiddie rides, billiard tables, coin pushers, novelties, redemption games, air hockey, pinball and electronic darts. There was also a complete range of accessories, components and services including coin handling equipment, bank note readers and security systems and services.

PINBALL 2000

THE product that many visitors came to see was the new Bally Pinball 2000 series. Midway Manufacturing, who produce Williams and Bally pinballs invited distributors to a special preview of the new product held in the Earth Gallery section of the Natural History Museum, a fitting location for the introduction of a major change in the pinball industry.

MIDWAY

THE first game in the new Pinball 2000 series is entitled *Revenge from Mars* and is a sequel to the highly successful Bally *Mars Attack* pinball which was released in 1997.

Pinball 2000 is a concept that combines

video with pinball and is aimed at attracting both pinball and video game players.

A conventional pinball playfield is combined with a video projected system which projects video images on to the top area of the playfield which form part of the game play. The clever illusion is achieved by a video monitor which projects down on to the playfield glass and gives the illusion of the video images actually being inside the playfield area.

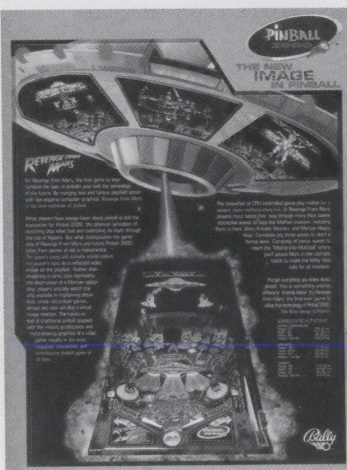
The video images interact with the electro mechanical features of the playfield.

The new concept got a positive response from distributors who had been desperately looking for a solution to a previously ailing pinball market.

Mr Udo Nickel, President of Nova Apparate, Europe's largest distributor believes that the *Pinball 2000* concept will set a new positive direction for the pinball product in the coin operated market place. He said the players were getting

tired of the previous concept which had remained fairly static since the introduction of electronic pinball machines some 20 years ago.

During that period, video games have evolved as a major component in the coin-op industry therefore a combination of the two technologies seem an appropriate way for the game of pinball to appeal to a much wider customer audience.



REDEEMING QUALITIES...

"AT the moment, if you haven't got redemption, you're struggling as an operator." That's the opinion of one US observer of the amusements scene Stateside. With the worldwide video depression as pronounced in the States as everywhere else, operators are turning to reliable alternatives to ensure continued income.

Redemption has traditionally been a child's domain, however, and attracting adult players to the genre calls for a different approach. Video Redemption Systems are one such method, favoured by LazerTron, and the company showed its entire video line-up in this format, which sees prize coupons dispensed according to the player's performance.

The higher profile accorded to redemption allowed Bob's Space Raiders to unleash a host of new product at this year's show. Again, adult theming was to the fore through such products as *Racer's Edge*. Players direct a model car around a mini race track and see their vehicle's progress replicated via the traditional derby genre. *Skatter Ball* challenges players to follow a ball's progress through a maze before catching it on its release. *Total Eclipse*, meanwhile, requires players to drop five magnets with the aim to cover a circular target. *Skee-Ball* also had a strong line up, notably through *Power Tower*, a test of co-ordination where players must halt a sequence of lights on a set target. The game is operator adjustable, not only in terms of merchandise available, but also in difficulty settings. *Sammy Corporation's Sports Arena* is thriving on its ability to tempt players with all manner of novelty items and while redemption continues to enjoy such operator freedom, the benefits are obvious.

International NEWS

APPLE EXPLOITS Y2K

KEEN to apply every available lever, Apple Computer is using concern about the Y2K bug to tout its Macintosh family.

The company, whose Orwellian-inspired "1984" advertisement 15 years ago helped make United States football's Super Bowl advertising as much of an event as the game itself, is back with a spoof on the movie 2001: A Space Odyssey, aimed squarely at the Wintel world.

The new ad, starring HAL, the sinister talking computer of the Stanley Kubrick 2001 movie, plays on the worries of millions of non-Apple PC users.

In the ad, which ran during yesterday's season-finale game between the Denver Broncos and the Atlanta Falcons, HAL 9000 tells an astronaut in the year 2001 about the "global economic disruption" caused by computers when the calendar reached 2000.

"It was a bug, Dave," HAL says, and then explains how Apple avoided the problems with the Macintosh.

"It was avoided by the engineers who designed the original Macintosh back in the early eighties," Apple chief executive Steve Jobs says. "They realised that 2000 was less than 20 years ahead and they made a system that was not so short-sighted."

Apple says Macs can handle internally generated dates to the year 2040. Lovers of irony will note that this argument - that the problem date is so far away that we needn't worry about it because other computers will have taken over by then - is simply a scaled-up version of the one underlying today's Y2K crisis.

International NEWS

computer virus

A particularly aggressive strain of a computer virus is causing concern in the ArcadePC and consumer video industries. The virus can cause serious damage to a computer's hard disk. ArcadePC manufacturer Opus Entertainment is taking steps to ensure that it will be detected should any contamination occur.

February debut

FEBRUARY DEBUT SET FOR 'GOLDEN TEE '99'
INCREDIBLE Technologies (Rolling Meadows, Ill.) will debut their newest courses to AMOA's "most played" video game of 1998," Peter Jacobsen's Golden Tee Golf, Golden Tee '99 will first be available for ITS tournament machines starting February 2, with the chip update sets sent directly to ITS operators. The first national ITS tournament on Golden Tee '99 is slated to begin February 26. Non-tournament versions will start showing up at distributors on March 17.

The three new courses for regular play on Golden Tee '99 are the mountain-side Aspen Lake, the ocean-side Coconut Grove, and Pancho Saguaro, which marks the return of a desert course to Golden Tee. With more options for league and in-house play than every before, the title will be available in all formats, including dedicated upright, dedicated cocktail table, the new MiniTop version, and as a chip update for existing Golden Tee games.



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MIDWAY - HYDRO THUNDER

DEVELOPED by Midways R&D team in San Diego, the game represents an adrenaline pumping rendition of a high powered speed boat race which allows up to 4 player stations to be linked for an exhilarating experience. The game features exceptionally high quality graphics and a race course which features many obstacles and high water jumps. Midway believe that the speed boat concept will offer players a more attractive option to the conventional driving and flying games.

MIDWAY - NBA SHOWTIME

MIDWAY are recognised as a world leader in the development of basketball games. Following on from their very successful *NBA Jam* series, Midway have now released *NBA Showtime*, which is endorsed by the NBA and the NBC Television Network.

Graphically, *NBA Showtime* is probably the best basketball video game ever produced featuring photo quality images of the NBA teams and their top players. Playing *NBA Showtime* is like sitting in your armchair watching an NBA game on television with the only difference being that you are in control of the players and the game.

NBA Showtime will be released worldwide in March and is expected to attract strong demand from both the arcades and street locations.

KONAMI

JAPANESE based Konami Ltd has clearly established itself as one of the big three game producers from Japan. The ATEI Show was the launching pad for some interesting new



products from the Konami stable.

KONAMI - HELL NIGHT

AFTER a successful launch of this new gun game product in Australia in December, the official world release was made during ATEI. The game, also known as *Evil Night* in Japan has the advantage of being a three player unit which gives it extra earning

capacity. The game features two regular guns and a pump action shot gun. The regular guns reload automatically when the player fires away from the screen but the pump action shot gun reloads by pumping the slider mechanism on the barrel. In some ways, the game is similar to Sega's *House of the Dead 2* but it has its own unique theme and story line. It also has the advantage of an extra gun which allows three players to operate the game simultaneously.

KONAMI - THRILL DRIVE

MOST operators would argue that there are already too many driving games in the market place but this has not deterred Konami from introducing a new thrill drive multi-link driving game which is available both in a 50" deluxe model and a standard 29" cabinet. The game features high quality graphics which have become the trade market of a number of driving games developed by Konami during the last three years.

KONAMI - MUSIC

KONAMI have been the pioneers of interactive music games. In 1998, they released *Beat/Hip Hop Mania* which still continues to be the No.1 game in most Japanese locations.

Taito too suffered disappointing results with profits down 50% to \$704 million and coin-op turnover down by 36.9%. Only Capcom registered an increase in profits, up 99.4% to \$46 million. But coin-op turnover was again down, by 46%, with exports reduced by 38.4%. Capcom revised its profit forecast to \$120.8 million.

PLG CLOSES AS SEGA ...

SLIMS DOWN FURTHER

SEGA Amusements Europe's president and CEO Nobuo Nakanishi has confirmed the closure of the company's German subsidiary Premier Loisir Germany (PLG).

Sega's German distribution will now be handled solely by Gauselmann's Nova Games. PLG's remaining staff have been made redundant and the office officially closed at the end of last year.

Nova has been selling Sega product for the last few months and Mr Nakanishi admitted that having two distributors meant a certain amount of unwanted competition. "I think the Gauselmann Group will be better for us," he said.

The move follows Sega's recent policy of slimming down its European distribution commitments and entering into partnerships, as already witnessed in the Czech Republic and Hungary. "We need to be more efficient and to do this we need to be slimmer," explained Mr Nakanishi. "It's a tough situation for the industry at the moment, not just in Europe. Rationalisation is also needed in the US and Japan."

More recently, Konami released *Dancing Stage*, also known in Japan as *Dance Dance Revolution*. This revolutionary new concept allows the players to interact with the music by following prompts on the screen and responding to create a series of dance step routines using four foot activated pads on the floor.

KONAMI - GUITAR FREAKS

ENCOURAGED by the high level of success of these two music related products, Konami used the ATEI to launch their latest contribution entitled *Guitar Freaks*. This two player game features twin electric guitars which the players strum in accordance with screen prompts to create their own guitar beat music. No doubt like its predecessors, *Guitar Freaks* is bound to be a big hit with the young people, especially in Japan.

ATARI

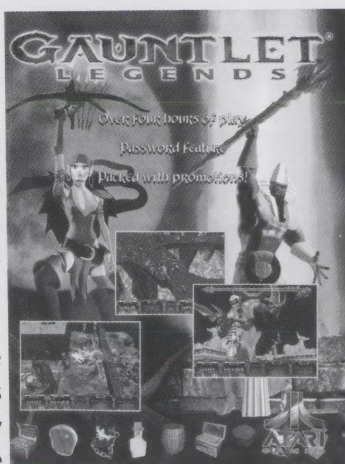
HOT on the heels of their successful four player *Gauntlet Legends*, Atari have released two new video game offerings which will be released in March and April.

ATARI - ROAD BURNERS

THIS new motorcycle game is set in the streets of Paris, Washington DC, London and Las Vegas.

It features a realistic reproduction of a racing motorbike and has capability to link up to 8 stations. It comes in a single cabinet which makes it possible to link additional cabinets in increments of one.

This exciting race game features top quality graphics and is priced substantially below other motorcycle



games currently in the market.

ATARI - WAR FINAL ASSAULT

ALTHOUGH this is a single player cabinet, it has link capability up to four stations. Players choose their own weapons and can select their individual warrior in different view positions.

The game will not be released until April and Atari are considering producing it in a three cabinet format to maximize the interactive features in the game.

NAMCO - GP 500 MOTORCYCLE

YET another bike game from the Namco stable which is available in a 50" deluxe and a 29" standard cabinet.

The deluxe model features a new movement system and incorporates special sensors to react to the way the player rides the bike. For example, if the player crouches down low, the bike will go faster than if the player sits upright. This special feature is only available on the deluxe model.

Both models have linking capability of up to four stations.

NAMCO - ANGLER KING

FOLLOWING the success of fishing games developed by Sega and Konami, Namco have come up with their own version of a fishing challenge.

Incorporated in an upright 29" cabinet which features a large fibre glass sharks head on top, the game will certainly be conspicuous in any location.

The fishing rod is mounted on a fixed console which provides realistic reel action movement.

CONTINUED ON PAGE 14

released earlier this fall. The study, reported in Game Machine magazine (Osaka), revealed a 24.1% increase in the home game industry. The coin-op trade lost four tenths of a percent in total revenues for the same fiscal year. The loss was the result of estimated losses of 2.2% in coin-op game sales, offset by a slight gain of two tenths of a percent in operational income. The period covered was April 1997 through March 1998 with a response of just under 30%.

In related news, Sega has cut its profit forecast for the current financial year from approximately \$136 million to \$105.4 million, reports British trade publishing group Centaur Communications. The Japanese vid-game giant is reportedly blaming the revision on problems in the Asian financial markets, as well as a successful lawsuit brought against Sega by chip maker 3Dfx over a contract to supply hardware for the company's forth coming Dreamcast and Naomi systems.

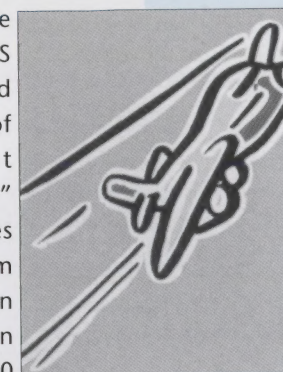
In other video game news from Centaur, Jaleco has confirmed its decision to pull back from the US and European markets and will make coin-op videos for the Japanese and Asian markets only. Capcom is also scaling back production of video games, the president of Capcom Europe told Centaur, although it has not called it quits.

HOME VIDEO SALES SOARED TO A WHOPPING \$7.5 BILLION THIS YEAR

HOME video games on dedicated consoles and desktop computers are now "the fastest growing segment of the US entertainment industry," according to the Interactive Digital Software Association (IDSA), that industry's major trade group. A report they released this fall also forecasts that home video sales to the USA alone will jump 30% to \$15 billion by the end of 1998 (foreign sales are also

International N E W S

soaring, by the way). US household penetration of "next generation" game consoles will grow from six million in 1996 to an estimated 27-30



million American homes by year-end 1998, while household penetration of personal computers reached an all-time high in 1997, with 45% of US homes having PCs.

VIDEO GIANTS CONTINUE TO FEEL THE JAPANESE PINCH

THE Japanese economic slump has affected mid-term results released by the major video concerns with coin-op turnover significantly down across the board.

Results for the term ending 30 September showed Sega's profits falling 76% to \$21 million with coin-op turnover down 37.3% over the same period in the previous year. Coin-op exports accounted for a turnover of \$196.8 million under 10% of the company's total turnover for the period.

Konami's profits were down 42.2% on last year to \$22.6 million and coin-op turnover fell 52.2%. Gaming and sticker machine turnover, however, was up 4.2%, accounting for \$106.6 million. The profits from Konami's arcade operations also rose, by 75.1% to \$36.2 million.

International NEWS

konami heads

KONAMI HEADS FOR A NEW EUROPEAN IDENTITY



KONAMI is set to localise production of its games in Europe as part of a drive to establish a pan-European identity.

The company's UK based subsidiary has been renamed Konami Amusement of Europe Ltd, and will act as the HQ for all of Konami's European coin-op business. "With the coming of the euro and further integration of the European states, it was felt important to establish a pan-European identity," said a company spokesperson. "We will also be localising production of our games in Europe."

Consequently, Electrocoin will no longer manufacture Konami's games for Europe on an exclusive basis. This follows Konami's decision to sell direct in the UK, rather than through Electrocoin. European distributors may now take on some of the manufacturing duties.

iaapa show

IAAPA IS NOW "ALSO" A COIN-OP SHOW
Continuing a trend that's been picking up steam since at least 1992, the number of

coin-op factories, operators and distributors at the annual IAAPA Show grew once again, as did the overall show. For years, American street operators could afford to skip IAAPA, since its chief relevance to coin-op lay in Japanese video game factories who stage the US debut of high-priced simulators there. But at this year's Dallas event (November 18-21), those same Japanese factories also unveiled pieces designed expressly for the street market, such as Sega's "Naomi" system. IAAPA '98 further included ArcadePC systems for the street operator from factories like Ferris Productions, plus additional "street friendly" videos from Midway/Atari and others. In addition, IAAPA '98 featured a big splash of redemption titles (including seven brand new games from ICE along, and four new units from Coast Amusements).

But that wasn't all: the show further included a decent selection of jukeboxes, pool tables and novelties. Whatever else IAAPA is, from now on it's "also" a show that caters to street operators.

japan's coin

JAPAN'S COIN-OP EXPORTS FELL 18% IN '97
DESPITE a growing consumer market, the coin-op video game business in Japan saw an overall loss last year, especially in terms of machine exports. Japan's domestic coin-op sales reportedly grew by 4.1%, while exports were down 18.1%. This according to a survey conducted by the Japanese Amusement Machine Manufacturers Assn. (JAMMA) and



welcome

WELCOME TO THE INDUSTRY

WELCOME to Jeff Neilson at Throb in Nelson, we hope you will enjoy promoting our industry in the sunshine capital of New Zealand.

There is a new arcade in New Plymouth the combined Lazerforce and game arcade will provide a great entertainment focus for the city. We all hope Kevin has a profitable time in his new entertainment venture.

We also have a new operator in Taupo, we are sure Grant Bracefield will have success attracting both the locals and holiday goers.

Kevin, David and Bevan have opened a show piece complex in Queen Street, Auckland. With a mezzanine floor containing PC based linked computer terminals, and a modern ground floor gaming area, Stages TimeOut will attract a lot of attention in down town Auckland.

looking forward

LOOKING FORWARD & BACK

NOT too many people will disagree that 1998 was a tough year in the industry. With the public's generally negative perception of the economy and increased competition from other forms of entertainment, game arcade operators have been feeling it in the back pocket for the past 18 months.

The PlayStation revolution has certainly revived wide-spread interest in the video game industry, but in turn it has raised the valid question of value for money in the consumers mind. More and more the answer the consumer is coming up with is "I'd rather play PlayStation." When times are tough the

New Zealand NEWS

word "value" becomes increasingly important to the public, as individual operators we need to address this and begin to provide the customer what they want.

The internet, movies and other forms of leisure, entertainment and recreation have all made inroads into the ever decreasing pool of discretionary dollars, and until that pool begins to grow it will continue to be a dog fight to survive for everyone involved.

1999 holds some positive aspects for the economy and our industry. Auckland will host the Americas Cup this year, as event that will bring a worldwide focus (and a lot of \$\$\$) to both the Auckland and New Zealand economy. The Sydney 2000 Olympic games will also generate excitement at the latter part of 1999, and should give a positive feel to the beginning of the new millennium. The development of the IMAX Super Screen, a 12 screen multi-plex, Planet Hollywood and other bars and restaurants in Auckland will combine to bring a revived entertainment focus to the Auckland entertainment scene.

From an industry standpoint we also have much to look forward to in 1999, with the strong development of redemption games leading the charge. Automatic prize redeeming games, such as the Skill Tester machines are continuing to show improvements in popularity. Machines like

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Garth Ennor
Ph 03 338-1411
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Sports Arena, which vend merchandise directly from the machine, have also had high levels of success.

The price of video games has come down. Sega are now using their NAOMI hardware, which has reduced the cost of their dedicated games by about 20%. There still needs to be more innovation in the development of games, but if Atari's latest release, Gauntlet Legends, is anything to go by 1999 may be a promising year.

The Pinball market is also due for a boost,

with Midway introducing "Pinball 2000", a new concept in pinball, at the ATEI Show in London.

In general 1999 won't be easy for the video game industry, but with a positive outlook and good business decisions, we should all find ourselves on the road to recovery.

THE COUNTDOWN CONTINUES.

ONLY 47 weeks remain to ensure your computer system will behave correctly after December 31, 1999.

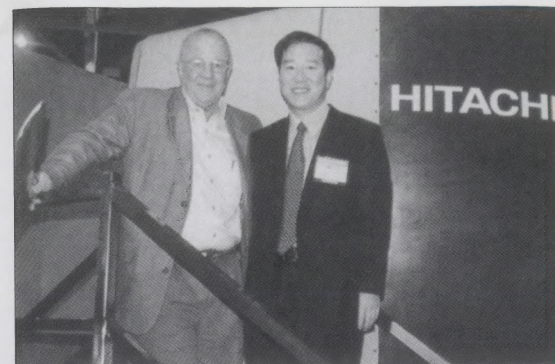
A wealth of resources have been published to help us understand the Y2K problem, plan to manage it in your home or business, and reduce the risk that your software or data will misbehave because of date related errors.

For example, the privately-owned website of Year2000 Ltd, at www.year2000.co.nz, offers:

- A list of Y2K professionals, from IT software specialists to PC-checking programs to lawyers, and an e-mail distribution list for news, product, and service updates.
- Links to PC clock tests and other software tools, some free and some chargeable.
- Links to overseas Y2K sites with more information, and to the Y2K pages of some international computer vendors.
- New Zealand press articles on the topic, going back two years.
- Advice for home PC and appliance users on minimising the possible effects of the bug on their daily lives.

hitachi moves

HITACHI MOVES INTO SIMULATION WITH TRUMBULL



JAPANESE electronics firm Hitachi has teamed up with simulation pioneer Doug Trumbull to product an as yet unnamed interactive, six-seater simulator, to be marketed by Imax.

The product was jointly developed by Trumbull's Entertainment Design Workshop and Hitachi, over two years, in Japan. It has been manufactured by Hitachi and will be sold by Imax in the US and Europe, and Hitachi in Asia and Japan.

The simulator will use Imax subsidiary Ridefilm's film library, though Hitachi is also working on its own software.

"We're very much committed to working on future projects together and not just in simulation," said Trumbull. The team plans to target interactive content licensing opportunities for the system, set to launch in summer 1999.

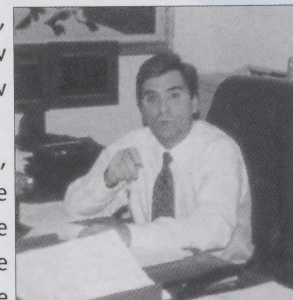
SPECULATION HIGH AS 2000 APPROACHES
AS the hype surrounding the launch of WMS' Pinball 2000 continues to grow, speculation over the game's content is reaching fever pitch.

With the news that Midway chairman and CEO Neil Nicastro has sold his remaining 1,250,000 shares in WMS comes speculation that the pin side of WMS' business may be

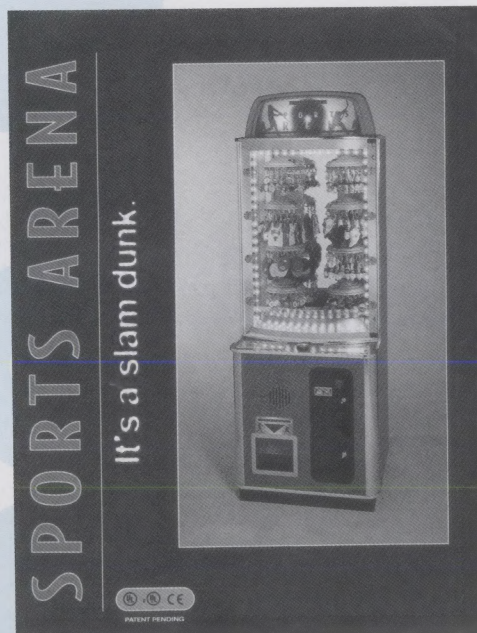
transferred over to Midway if Pinball 2000 is successful.

The timing of Nicastro's sale also casts doubt on suggestions that the remaining parts of WMS' business, notably the gaming side, may be offloaded to IGT. Nicastro is confident a patent litigation suit awarding IGT \$66 million in damages will be overturned in the appeal courts and although WMS shares initially rose to over \$20 on the back of sale speculation, they have now fallen to below \$16.

Meanwhile, details continue to emerge about the probable game



content of Pinball 2000's first release, dedicated to Joe Dillon and to be launched at ATEI. Insiders suggest the table will feature a monitor under the table and a mirror above it, reflecting 3D images onto the playfield for the player to aim at. It is also anticipated that the game will incorporate a colour LCD score panel and operate via a cartridge system, making game upgrades more accessible for operators. The first game, believed to be titled Revenge from Mars, has been designed by George Gomez, the designer of Monster Bash, with artwork by Greg Freres, while a licensed follow up, by John Popaduk, may possibly be themed around the new Star Wars movie.



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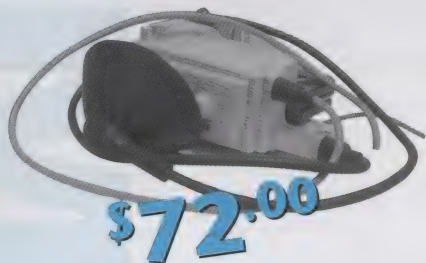
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parts SPECIALS

lopty

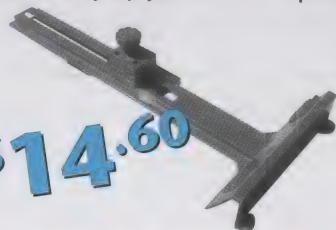
For 20" monitors



\$72.00

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PCB HOLDERS
Ideal to tidy up your valuable pcbs



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Replacement formica tops, update your old
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- Sensational sound effects
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- User friendly test
- Audit & programme adjustment
- Anti cheat alarm
- Software adjustment payout/price per play

You get the lot with
HAPPY HOBOS

GAUNTLET[®] LEGENDS

Over four hours of play

Password Feature

Packed with promotions!



SEGA

STAR WARS TRILOGY ARCADE

May the Force be with you, Again!

NOW IN STOCK



Star Wars Trilogy Arcade game, an official licensed Lucas Arts Entertainment Company Product brought to you by Sega's R&D Team Annex, designers of the Arcade hits Sega Touring Car Championship and Sega Rally Championship 2, is a Model 3 shooter with a force feedback joystick, allowing the player to ride, fly, and shoot in futuristic vehicles.

Players will travel through six incredibly detailed Inter-Galactic stages, featuring scenes from each of the three movies, both challenging the players shooting accuracy as well as vehicle maneuvering capabilities.

Star Wars Trilogy Arcade Features:

- 50" deluxe cockpit and 29" standard cabinet
- Force feedback Joystick
- Unlimited continues
- Dollar bill acceptor ready
- Hidden secrets, located in all stages, making each game an unconventional and thrilling experience.



Cabinet Dimensions:
Deluxe 68" L x 55" W x 75.5" H
Standard 68" L x 55" W x 75.5" H

DRILL-O-MATIC

WIN MEGA-TICKETS! WIN AWESOME PRIZES!

Patent Pending

THE INDUSTRY WILL NEVER BE THE SAME!

Is it a Redemption game? A Crane? A Merchandiser? Actually it's ALL OF THESE and more! Benchmark Games is shaking up the industry with the introduction of our new big hit: **DRILL-O-MATIC!**

The player's goal is to guide the drill, using the joystick controls, into any of the 100+/- bright yellow prize tubes or 8 adjustable payout targets. Moving the joystick will move the drill left, right, up and down to align the drill with a prize. When the player successfully gets the drill into the tube, it will start a chain reaction of swirling lights and blasting sounds. Then, the prize falls out of the tube to be collected at the prize door at the bottom front of the cabinet! The replay value of Drill-O-Matic is incredible because everyone loves to control the drill again and again... and adding new prizes makes it a whole new game!

A truly outstanding and attractive piece of machinery that's designed and built in the U.S.A., Drill-O-Matic is light years ahead of the competition with the collections to prove it. It consistently ranks at the top of the charts and will be a virtual gold-mine for your location.

A unique and versatile feature in Drill-O-Matic is the ability to put almost anything inside a tube. The Drill-O-Matic is not limited to using key chains, capsules or hooks, but can use anything that fits in the brightly lit tubes.

NO COSTLY PREPACKAGED MERCHANDISE IS NEEDED! For example: small toys, sunglasses, watches, figurines, small plush, candy, bundled tickets, coupons and much more! You are only limited by your imagination!

A must-have in any location, Drill-O-Matic is guaranteed to increase your profits and bring people back for more. Available in 3 versions: a Basic Model, a Street Model and an Arcade Model. Shouldn't you be purchasing a Drill-O-Matic today? Call your authorized distributor or Benchmark Games **NOW!**

KEY FEATURES:

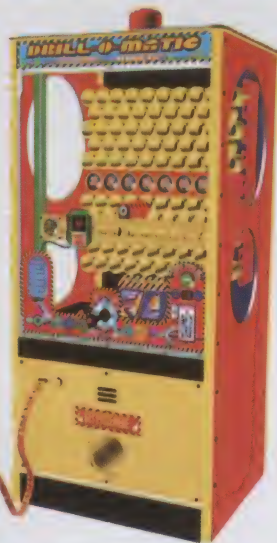
- No Costly Packaging Needed!
- Rugged Construction
- Self-Contained & Secure
- Operator Adjustable
- Anti-Tilt Mechanism with Alarm
- Easy Loading & Setup
- Customizable Merchandise
- Size: 40"W x 34"D x 74"H, Wt. 340 lbs. (crated)

PERFECT IN ALL:

- Arcades
- FEC's
- Street Locations
- Restaurants
- Bars/Night Clubs
- National Chains
- Bowling Alleys
- Convenience Stores

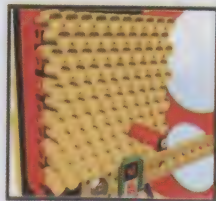
OPTIONS:

- Dollar Bill Unit
- Starter - Kit Available



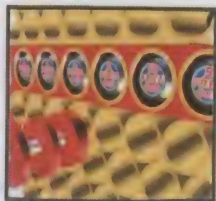
ARCADE VERSION

(With 96 Prize Tubes, 8 Adjustable Ticket Targets and Ticket Dispenser)



BASIC VERSION

(With 104 Prize Tubes)



STREET VERSION

(With 96 Prize Tubes, and 8 Adjustable Play-Again Targets)

Our legendary heroes are back!

Be a part of the frenzy!

Four kingdoms

Five boss characters.

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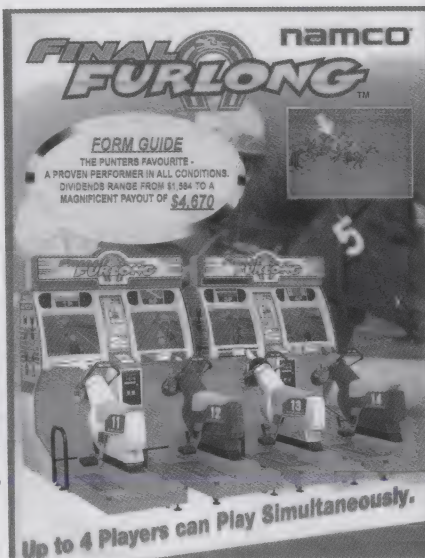


NAMCO - POINT BLANK 2

THE original *Point Blank* game from Namco is arguably one of the most successful gun games in recent times. Apart from generating substantial revenues, *Point Blank* has maintained consistent income for over three years since its original release. Even today, after the introduction of *Point Blank 2*, the original *Point Blank* still continues to produce good results. The game is available as a dedicated machine or in kit form.

NAMCO - FINAL FURLONG 2

NAMCO showed a new version of the successful *Final Furlong* horse racing game entitled *Final Furlong 2*. Using a substantially similar cabinet, *Final Furlong 2* has updated software which should add value to what has been an already successful game. It is not known whether the game will be available only in dedicated form or as a software update for existing *Final Furlong* games.



SEGA - DAYTONA 2 UPDATE

THE much awaited *Daytona 2* released last year turned out to be an anti-climax as it failed to meet market expectations in terms of income performance. Many operators report that the game has produced disappointing results and in many instances has not even achieved the earnings of the original *Daytona* game.

In order to address the problem, Sega have produced some update software

entitled *Daytona USA Power Edition*. There are new and different cars to choose from and four new courses which have gone back to the *Daytona Speedway* format.

Other new features include full movement animation in the spectator audience who stand, cheer and applaud during the game. There are four different modes to push players skills to the limit including a new reverse mode. It also features a new ending and a race replay.

SEGA - LA MACHINE GUNS

THE theme of the game is set in the year 2025. A militia of androids has suddenly materialised in Los Angeles calling themselves "R.O.M." They let the androids launch a fierce offensive attack against the entire west coast regions. This airborne battle is shaped by some awesome graphics and gripping sound effects. Faithful recreations of actual cities such as Los Angeles and Las Vegas as well as finely detailed three dimensional images

provide a realistic cinematic experience. The game is available in a standard 29" version and a deluxe 50".

GAELCO - ROLLING EXTREME

SPANISH based Gaelco SA have released a new street lugger game incorporating three different circuits and six rides. It has two cabinet linking capability with one set of player controls on each cabinet. This new popular form of racing incorporates a trolley



PINBALL GAMES

1. Williams **MONSTER BASH**
2. Williams **MEDIEVAL MADNESS**
3. Bally **CHAMPION PUB**
4. Bally **CIRQUS VOLTAIRE**
5. Williams **NO GOOD GOPHERS**
6. Williams **ARABIAN NIGHTS**
7. Bally **ATTACK FROM MARS**
8. Bally **SCARED STIFF**
9. Bally **NBA FASTBREAK**
10. Williams **JOHNNY MNEMONIC**

PRIZE REDEMPTION

1. LAI **STOP THE CLOCK**
2. LAI **HAPPY HOBOS**
3. Harry Levy **SUPER HOOPLA**
4. LAI **RIPPER RABBIT**
5. LAI **TURTLE MERCHANDISER**
6. Taito **SOLOTTOL**
7. ICE **CYCLONE**
8. LAI **STADIUM BASKETBALL**
9. Sammy **SPORTS ARENA**
10. LAI **MOUSE ATTACK**

PINBALL GAMES

1. Williams **MONSTER BASH**
2. Sega **VIPER NIGHT DRIVIN**
3. Williams **MEDIEVAL MADNESS**
4. Bally **ATTACK FROM MARS**
5. Bally **SCARED STIFF**
6. Sega **INDEPENDENCE DAY**
7. Bally **THE ADDAMS FAMILY**
8. Williams **ARABIAN NIGHTS**
9. Sega **STAR WARS TRILOGY**
10. Bally **CIRQUS VOLTAIRE**

PRIZE REDEMPTION

1. ICE **CYCOLNE**
2. Rainbow **RAINBOW**
3. ICE **CYCLONE JR**
4. Bromley **COLORAMA**
5. 5 Star **SURFIN' SAFARI**
6. Planet Earth **TREASURE FALLS**
7. Benchmark **BIG HAUL**
8. Benchmark **CLAIM JUMPER**
9. Bay-Tek **BASKET FEVER**
10. Island **SPIDER STOMPIN'**

PINBALL GAMES

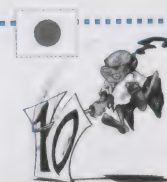
1. Williams **MONSTER BASH**
2. Bally **MEDIEVAL MADNESS**
3. Williams **CHAMPION PUB**
4. Williams **CIRQUS VOLTAIRE**
5. Williams **NO GOOD GOPHERS**

NOTE: Williams/Bally games only sited.



PINBALL GAMES

1. Capcom **PINBALL MAGIC**
2. Williams **MEDIEVAL MADNESS**
3. Data East **JURASSIC PARK**
4. Sega **TWISTER**
5. Midway **ADDAMS FAMILY**





Australia

- DEDICATED GAMES**
1. Namco **TIME CRISIS 2**
 2. Sega **RALLY CHAMP 2**
 3. Namco **MOTOCROSS GO DX**
 4. Namco **FINAL FURLONG**
 5. Sega **HOUSE OF THE DEAD**
 6. Sega **DAYTONA**
 7. Namco **DOWNHILL BIKERS**
 8. Namco **RAPID RIVER**
 9. Namco **TOKYO WARS**
 10. Atari **SAN FRAN RUSH THE ROCK**

- CONVERSION GAMES**
1. Sega **VIRTUA STRIKER 2**
 2. Midway **NFL BLITZ**
 3. Capcom **STREET FIGHTER ALPHA 3**
 4. SNK **KING OF FIGHTERS 98**
 5. Namco **POINT BLANK**
 6. Tecmo **WORLD CUP 98**
 7. Namco **TEKKEN 3**
 8. Capcom **MARVEL VS CAPCOM**
 9. SNK **METAL SLUG**
 10. Psikyo **ZERO GUNNER**

United States

- DEDICATED GAMES**
1. Namco **TIME CRISIS 2**
 2. Sega **HOUSE OF THE DEAD**
 3. Konami **TERABURST**
 4. Midway **NFL BLITZ '99**
 5. Incred.Tech **TOURNAMENT 3D GOLF**
 6. Atari **MAXIMUM FORCE**
 7. Sega **GUN BLADE NY**
 8. Namco **TIME CRISIS**
 9. Dynamo **SOLITAIRE CHALLENGE**
 10. Sega **VIRTUA COP 2**

- CONVERSION GAMES**
1. Atari **AREA 51/MAX FORCE**
 2. SNK **KING OF FLIGHTERS '98**
 3. Incred.Tech **GOLDEN TEE '98**
 4. Konami **FISHERMAN'S BAIT**
 5. Sega **DYNAMITE COP**
 6. Midway **NFL BLITZ**
 7. Atari **AREA 51**
 8. Namco **SOUL CALIBUR**
 9. Incred. Tech **GOLDEN TEE '97**
 10. Namco **TEKKEN 3**

New Zealand

- DEDICATED GAMES**
1. Namco **TIME CRISIS 2**
 2. Sega **RALLY 2 TWIN**
 3. Atari **GAUNTLET LEGENDS**
 4. Namco **SPORTS ARENA**
 5. Namco **MOTO CROSS GO**
 6. SNK **NEO PRINT**
 7. Namco **DOWNHILL BIKERS**
 8. Sega **LOST WORLD DX**
 9. Sega **HOUSE OF THE DEAD DX**
 10. Sega **DAYTONA TWIN**

- CONVERSION GAMES**
1. Atari **GAUNTLET LEGENDS**
 2. Namco **TEKKEN 3**
 3. Sega **VIRTUA STRIKER '98**
 4. Midway **NFL BLITZ '98**
 5. Capcom **SFEX 2**
 6. Namco **SOUL CALIBRE**
 7. Midway **CARNEVIL**
 8. Incred.Tech **GOLDEN TEE '98**
 9. Incred.Tech **GOLDEN TEE '97**
 10. Namco **POINT BLANK**

Japanese

- DEDICATED GAMES**
1. Konami **BEATMANIA 3RD MIX**
 2. Konami **BEATMANIA 2ND MIX**
 3. Namco **TIME CRISIS 2 DX**
 4. Namco **RACE ON**
 5. Sega **HOUSE OF THE DEAD**

- CONVERSION GAMES**
1. Sega **VIRTUA STRIKER 2 '98**
 2. Namco **SOUL CALIBUR**
 3. Konami **HYPER BISHI BASHI CHAMP**
 4. Capcom **STREET FIGHTER ALPHA 3**
 5. SNK **KING OF FIGHTERS '98**

like mechanism in which the players lie on their backs and travel and high speeds down a sharply inclined course. It is a rough sport and the players are encouraged to play dirty by ramming their opponents or simply pushing them off the course by punching them as you go by. It is a real fun game and will no doubt be popular, particularly amongst the younger age group.

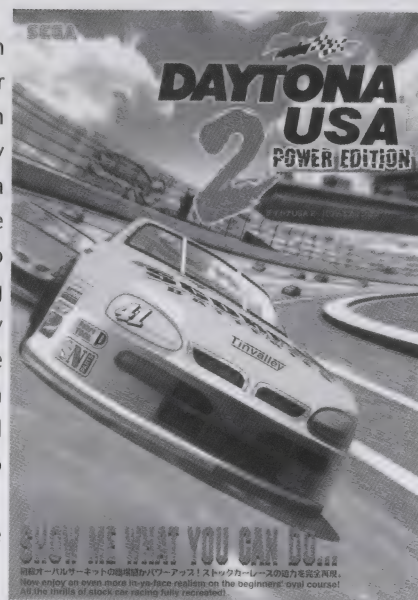
It follows Gaelco's previously successful game *Radikal Bikers* which was a substantial hit, particularly in Spain and Europe. *Rolling Extreme* will be available for release in March.

NOVA - ADDAMS FAMILY

NOVA was the company that first came to international fame with the release of their infamous *Shocker* electric chair in 1977. It wasn't electric at all. The handles were just vibrator units which simulated an electric shock. Nevertheless, the media in some countries really got on the bandwagon and labeled the game as "glorifying capital punishment and execution. In Australia, the newspapers really went to town on it and in Spain, the game was actually banned by government regulation.

The Industry was quite bemused by the media attention but Nova have responded in providing a somewhat similar game with an entirely different them.

Entitled *Addams Family*, the game features the spooky characters of the well known TV series. It still gives the players the same



experience but in a more humorous fashion. The directors of Nova believe that this new presentation will satisfy community standards.

LAI - STOP THE CLOCK

AFTER its initial success in Australasia and North & South America, Leisure and Allied Industries launched its *Stop the Clock* at the ATEI. The game was tested on location in London for several weeks prior to the ATEI so it was

possible to demonstrate the game capability in the European market. This simple game based on stopping the clock at 1000 has a cycle time of around 20 seconds which gives it an earning capacity of 180 operations per hour.

LAI - RIPPER RIBBIT

THIS game which is now in full production at LAI's Jakarta factory was well received by both operators and distributors alike. This simple game which is also a single button operation requires the player to manipulate a frog and catch insects with its tongue. The player must be careful to avoid the descending spiders.

LAI - HAPPY HOBOS

ONE of the oldest carnival Midway games is the well known *Laughing Clowns ... Happy Hobos* is an automated version of this product with ticket redemption facilities. Players place ping pong balls in the clowns mouth which fall down into different tubes of varying score values. The machine totalisers the score and

pays out tickets based on different score levels achieved.

CROMPTONS - SPACE SHOT

THIS game is similar to Cromptons previous games *Shoot to Win* and *Roll a Win*. The game features a moving belt along which coins are dropped and rolled towards targets situated at the rear of the cabinet. The targets appear and disappear at random, each one representing a different ticket value. The skill of the player is all important in directing the coin to a target.

Space Shot features humorous and unique space sounds as well as a cartoon theme of lunar landscapes and space monsters.

INTERACTIVE LIGHT - KICK IT PRO 33

BASED on the success of a series of Kick It soccer games, Interactive Light have released a new model with a 33" monitor. This more compact version is lower in price and has a new software programme for increased player appeal. The machine has an overall height of 200cms, width 140cm and depth 203cm.

K.W. DIAMONDS

THIS is a new 8 player pusher machine with a strong visual impact. It also has excellent sound effects plus a security "tilt" system. The unit is available with either coin/token or ticket payouts and can be designed to fit individual market requirements.

HARRY LEVY - ROLL FOR GOLD

THIS new coin roll down machine uses the popular soccer theme. Soccer players are attached to a moving belt which goes from left to right across the playfield. The players are required to fire a coin down the playfield avoiding the players moving from left to right. If the coin successfully crosses the playfield

and reaches the goal, the player is awarded points. Other features include directional coin control, bonus ticket awards, adjustable ticket payouts and adaptability to a wide range of coins. It also has an excellent sound system and attract mode.

HARRY LEVY - SLAM DUNK

A two player pusher machine with a basketball theme. Features include bonus payout, ticket token or cash payout, unique coin flick mechanism, dual coin entry on moving gantry as well as an alarmed anti-cheat system.

HARRY LEVY - MOON RIVER

THIS six player pusher is the first Harry Levy model in a fibre glass cabinet. Features include stunning graphics, optional bonus feature and coin changes, state of the art sound system, a unique durable fibre glass cabinet, adjustable payout percentage control and adaptability for any coins or tokens. The machine has a diameter of 1917mm and a height of 2076mm.



A GLOBAL GAME ...

ALL roads lead to Rome, they say. But not in coin-op terms; every flipper, bumper and ramp in the amusement business takes the fast lane to and from Chicago, the pinball capital of the world.

Unsurprisingly, this Mecca to the silver ball was again the location for Pinball Expo, the main event of the pinball calendar where players, operators, collectors, designers, programmers and artists come together.

The four day event this year included seminars, tournaments, exhibits and a tour of Genesis Manufacturing. The programme kicked off with 200 hard-core pinball enthusiasts heading out to the suburbs of Chicago to visit the fabricators of metal parts, such as ramps, for Williams/Bally and Sega.

William Stringfellow, owner and CEO, welcomed Expo delegates to the showroom which displays an array of parts manufactured by Genesis. But most visitors were attracted by the collection of pinball games representing the last 40 years, in particular a custom built machine based on Sega's Apollo 13.

Tim Seckel, who designed pinball games for Sega and now works at Genesis, was justifiably proud of his achievement in modifying the game, called 'Playing for Keeps' and commissioned by the Rocky Mountain Museum, to a prehistoric theme, where the player fights against time to survive. If successful they are rewarded with a special game mode; if not they die, as anything from an amoeba to a mammoth depending on time played.

Following the Genesis tour delegates returned to the Expo centre for lessons in how to play pinball, hosted by Richard Shapero and his team, essentially the Harlem Globetrotters of the flipper.

The first evening saw the exhibit hall, a veritable Aladdin's cave of pinball treasure, open to the masses. For some it was the chance to play games dating back to the Fifties and beyond. For others the attraction was the games hot off the production

lines and maybe a sneak preview of games not yet in production, such as Sega's Kelly Packard's Golden Cue. For more still, it was a race to buy games, parts or pinball memorabilia.

In the evening Rob Berk hosted a 'fireside chat' in which Roger Sharpe, director of licensing at Williams/Bally, told us how his interest in pinball evolved from pinball innocent to industry guru.

The next day consisted of a series of seminars including 'The Pat Lawlor Show', where Lawlor (designer of games such as *Twilight Zone* and *Addams Family*) used the 'Let's Make a Deal' game show format to entertain and educate the audience of pinball's history.

Other seminars included Tim Arnold's 'How to Pep-Up Your Game' which, once again, provided valuable tips for both collectors and operators on how to keep pinball machines working reliably.

The following evening saw the re-opening of the exhibit hall and the start of Expo's tournament programme, the main event being the chance to win a Sega Starship Troopers table by qualifying on one of Sega's Godzilla games. The victor was Glen Wilson, who went on to play the winner of the manufacturers' division, Lyman Sheets on *Monster Bash*, which Sheets programmed. After a close 'best of three' Sheets emerged victorious.

The third day saw the auction of several hundred games and an impressive display showing the evolution of *Monster Bash* in the pinGame Journal booth.

The penultimate day also featured a charity auction, with items donated by exhibitors in aid of the late Joe Dillon's favourite charity, The Mercy Home for Boys and Girls, in which a No Good Gophers table was claimed by a delegate from Holland.

It's hard to understand why pinball is suffering a downturn when in excess of 1,000 pinball enthusiasts from all over the world are willing to make the pilgrimage to Chicago. Clearly, this is evidence of a solid following. And when 80 percent are first time attendees surely there is a reason to be optimistic about the future of pinball.



whats new in POOL

A key feature of the pool market is the amount of innovation being poured into what many consider to be a stagnant sector. There are a variety of tables available and many different games which can be played on them.

One of the driving forces behind the popularity of US pool in the UK is the speed and playability of nine-ball as opposed to the English eight-ball game.

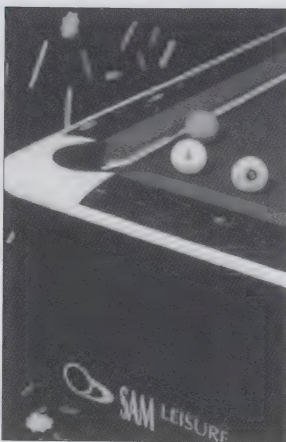
Nine-ball pool is a lot quicker to play and, according to Gary Dradge, managing director of Sam Leisure, is highly addictive. "In high usage sites, the nine-ball can often perform better than the eight-ball variety," he says. "Because the game turnover can be so quick, the addictive nature of the game is leading to a much higher cash box take."

For this reason, more American pool tables are being manufactured with a coin mechanism (traditionally players are charged for game time or the use of the lighting).

A number of manufacturers are experimenting with changing the shape of the tables in order to attract more players. Riley Leisure, which has previously experimented with an L-shaped table, has plans to produce further 'novelty tables,' to stimulate interest in the game. According to James Anderson, national account manager for Riley Leisure, the advantage of these tables is that "they can help get people playing who may not otherwise think of playing the game or who have not played for some time. The fact the game is a little bit different is a great advantage."

Avante, which specifically manufactures novelty tables, has launched the Whirlpool, a round table which combines elements of both snooker and pool.

"We see the game more as an addition to



existing pool locations," says Peter Waddup, managing director of Avante. "We have found that operators who have a few tables are siting Whirlpool alongside them. They seem to be doing pretty well and the operators have found that they don't really affect the take from the standard tables."

Others are not so sure. One manager of a UK manufacturing company was quite scathing about the tables' potential. "I don't deal with them at all," he says. "In my opinion they are just gimmicks that take up too much space."

Another trend that is sweeping the pool market is for balls that glow in the dark. There are two types of ultraviolet pool games on the market at the moment, one specialising in the English game and one mainly for the American.

Globall is a company set up by industry stalwart Ted Whalley, which produces fluorescent balls and UV lights for the English pool market. The distributorship has been taken up by Riley Leisure and Whalley is hoping for a high level of success.

"We hope to launch the product at the ATEL, in London, in January," says Whalley. "At the moment we are generating quite a bit of interest in the idea."

The other company that is dealing with glow-in-the-dark pool is Sam Leisure, which is distributing the Cosmic Pool range of phosphorescent equipment.

"These games are proving to be particularly popular in places like nightclubs and bars," says Gary Dradge. "These are venues which are used to working in low lighting conditions, the tables can be operated quite easily in the dark and they won't kill the atmosphere. It's not a huge market for this type of table, but it's steady."

NEW ARCADES, LBES & FECS OPENING



MARS 2112, a new location-based entertainment site held its grand opening in mid-September in Times Square, New York. The combo restaurant and fun centre features unique ridefilm simulators from Camber Entertainment to let guests enter flying saucers for a ride to Mars. This LBE concept is the brainchild of Irish entrepreneur Paschal Phelan and we understand that the industry's well-known Deith family is also involved. The owners plan to extend Mars 2112 into a chain across the USA and Europe; their second store will reportedly be built in the Seattle area.

Dave & Buster's opened its 15th US location in Rockland, New York, in mid-September. This month and next, they launch stores number 16 and 17 in Orange, California and Columbus, Ohio.

Carmike Cinemas & Wal-Mart opened their third joint venture FEC in Dekalb, Ill., on Friday, September 4. Under the name The Hollywood Connections, the growing chain's latest edition is an 80,000 sq.ft. site linked to a multiplex movie theatre. Yet another Hollywood Connection, this one solely owned and operated by Carmike, opens this month in Salt Lake City, Utah.

Sega GameWorks says it will open new US fun centres this year in Miami, Detroit and Southern California (near Anaheim). For next

International N E W S

year, they've announced a new 34,000 sq.ft. GameWorks LBE for Schaumburg, Ill., to open next spring. Overseas, GameWorks will open a site in Guam by June, 1999, under an exclusive licensing deal announced September 3 with glitzy conglomerate LVMH (Louis Vuitto-Moet-Hennessy), parent



company of DFS Galleria. A 25,000 sq.ft. GameWorks fun centre will be located in the Pleasure Island leisure mall on Tumon Bay, a growing vacation destination for visitors throughout Asia. More overseas GameWorks sites are planned for two cities in Brazil (Rio de Janeiro and Sao Paulo) in 1999, in partnership with Brazilian shopping centre developer Grupo Multiplan.

ICE TO BUILD LAI'S RECORD-BREAKING 'STOP THE CLOCK'

TOP US redemption gamesmith ICE has inked an exclusive licensing deal with Australia's top operator, distributor and manufacturer Malcolm Steinberg's Leisure & Allied Industries Group (LAI). Under the deal, ICE will build and distribute LAI's Stop the Clock prize redemption game on an exclusive

basis in North and South America. ICE president Ralph Coppola said his initial US site testing shows the game "has the same play appeal that made Cyclone the most popular redemption game ever. The market has been waiting for this game," Ralph added. "We can't wait to start selling it! It's a no-brainer that will earn big money in any redemption location," LAI chief Malcolm praised ICE's strong factory and distribution capabilities, as well as the expertise of Ralph and son Joe for "very aggressive and professional marketing."

STOP THE CLOCK CREATES WORLD RECORD

LEISURE and Allied Industries creators of the Stop the Clock prize redemption games announced that one of their Timezone stores had recently created a new takings record for any coin operated amusement game.

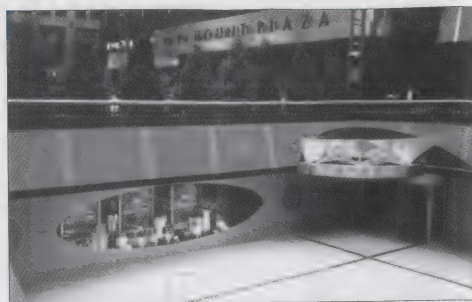
During a 7 day period, "Stop the Clock" managed to "clock up" a total of 10,366 plays. The store traded for 84 hours during the week in question which meant that the game achieved one play for every 29.2 seconds of opening house.

Malcolm Steinberg, CEO for the Leisure and Allied Group said that he believed that "Stop the Clock" had probably established a new world record in terms of game utilisation. "Allowing for coin up and



player changeover, the game has a cycle time of at least 25 seconds so the game must have been operating at better than 85% capacity during the 84 opening hours.

MARS 2112 OPEN FOR BUSINESS & OUT OF THIS WORLD FUN!



ON a recent trip to the Big Apple, RePlay's Ingrid Adlum paid a visit to Simon Deith's new themed entertainment extravaganza for some food, games and a whole lot of fun. Located in the heart of Times Square, Mars 2112 is an outerspace themed LBE. It opened to the public August 4 and according to joint venture partner Simon Deith, business has been "phenomenal".

The other world experience begins the moment you enter the door with a Camber Entertainment motion simulator that "rockets you to Mars." Once there, patrons have their choice of a full menu, a bar serving up drinks with names like "intergalactic amber" and "Cydonia Rockslide". Of course, there's the state of the art arcade called Cyberstreet with all the latest equipment (would you expect anything less from Simon?). Deith International Operations, a joint venture with Deith and Paschal Phelan, plans on opening up four more locations in the very near future, so hold on to your moon boots!

THE PRIZE IS RIGHT

GUIDE Me O Thou Great Redeemer. If ever there was a hymn of the day in this sector of the American amusement market, this is it. The market is a state of flux. The purple patch of the early-to-mid Nineties, which saw the initial upsurge in ticket redemption and the exponential growth in the FEC market, is now over.

The sector has been quiet for a couple of years, with the major redemption companies relying on exports to stay afloat. Now, however, with the emergence of some fresh ideas and the expansion of the larger FEC chains, it is beginning to turn itself around.

"The redemption market is consolidating, there is no question about it," says Mark Kane, executive vice president of Skee Ball. "Over the last few years about 50 percent of our market has been overseas. This year we have been seeing some growth in the American market - the big national accounts and the well established FEC chains are starting to refine their concepts and are growing slowly."

Skee Ball specialises in the more traditional machines such as alley games and basketball-based attractions. One trend that Kane has picked up on is the increased popularity of prize redemption.

"Machines that vend prizes have a lot of appeal. They are well

suited to street locations as they don't rely on tickets and so need no personnel to operate them," he pointed out. One company that has built its success on prize redemption is Sammy USA. The company is concentrating its attention on just one product at the moment, Sports Arena, which has proved very popular since its launch at the IAAPA Show in Florida a year ago. "As far as redemption is concerned, we are certainly going to be concentrating on prize vending. The machines can go anywhere - grocery stores, retail locations, we've even heard of some being sited in laundromats," says Maria Fontinopoulos, Sammy's marketing manager.

That is not to say that ticket redemption is no longer popular. Although this particular area may not be growing as quickly as others, there will always be a place for a well designed novelty game in the American market.

Old favourites such as Sega's Cut the Cheese and Udderly Tickets, Skee Ball's Demolition Zone and LazerTron's video redemption system (VRS) were here joined by newer machines, but from the same exponents. Sega had an Austin Powers coin roll machine, Skee Ball showed Alley Hoops and LazerTron showed two new games for the VRS as well as Opus' ArcadePC releases Quake Arcade and Actua Soccer Arcade.



staff and NONSENCE

WE have all experienced good and bad examples of customer service - experiences that are down to the people employed, the management of the facility and the environment of that facility. Let me relate a couple that illustrate this point.

My husband Ray and I visited a family entertainment centre recently where we didn't know the manager. We were waiting in line at the concession stand for hotdogs. We were in no rush and talking so we didn't really notice that there were four employees behind the counter who were doing more talking than working.

This became apparent when the owner showed up because he started shouting at them. He'd scheduled the people - plenty to do the job - and they weren't doing it. The employees got busy after his tirade, but not one had a smile or any kind of friendly interaction with the customers.

On the one hand I could certainly understand the manager's frustration. He was paying these people to wait on customers and he had a vision of how they should be working. On the other hand, berating the employees publicly had only accomplished half of what he wanted. They were serving the customers, but not one of them felt any joy in the job or any loyalty to their manager.

More recently I was at a mall food court. The mall was not very busy. It was only 11am, but I was looking for lunch. A sign advertised a low-fat, vegetarian pizza. The lone employee was busy building the lunch display and had half a dozen various pizzas on display, but none appeared to be the one I wanted, so I asked about it. "Hot out of the oven in five minute," she said cheerily. Not, "It's not ready yet." No sign of don't-bother-me attitude. A positive answer, not a negative one. I decided my appetite and schedule could afford a five-minute wait.

In less than five minutes, she had "my" pizza out of the oven and gave me the sign that it was ready. "Side salad with that?" she asked. "What'll you have to drink?" she asked. I asked how long she had been working there. "Ever

since high school," she said adding, "I'm in college right now."

I asked why she liked working there. "My district manager is here today and we're working on getting this location up to standard," she replied. Ah ha! She had a challenge. She had a mission. She felt she was good at her job. She felt good about herself. Then a man who could only be the district manager came from the back room. I asked him how to keep good employees like this young woman. His answer: "Treat them with respect."

So in my opinion, the first step to developing good staff is creating a work environment where employees feel competent, valued and where they have fun. I frequently point to an airline in the US which was regional and is becoming national, Southwest. Anyone who has flown on one of their flights recognises the differences immediately. Flight attendants are casually dressed and routine announcements are laced with humour.

The crew seems to be having fun, while at the same time taking their work seriously. In order to keep fares low, they serve only beverages and peanuts. This may explain the title of a book on the company titled 'Nuts - Southwest Airlines, Crazy Recipe for Business and Personal Success' by Kevin and Jackie Frieberg.

There are a number of such books on the subject and the message is clear, but we tend not to give enough time and attention to the issue. It's one of those things where the pay-off saves more time and money than continuing to do things in the same old way.

The lessons are: pay attention to employees; teach them to do the job so they feel a sense of satisfaction, and challenge them. It's not true that people don't want to work, they just want to be proud of what they are doing. They want to be noticed and recognised. They want and need to be trained and retrained. Finally, they want lots of feedback to know how they're doing.

Your staff are worth treating well. To paraphrase an old say, "It's easier to keep a good employee than to find a new one."

SEGA AIR HOCKEY

SEGA have produced a 4 player air hockey game with automatic puck dispenser. The game entitled "Hockey Stadium" is the top of the range in air hockey tables but is priced accordingly. The game will automatically deliver up to 3 pucks on the table at one time.

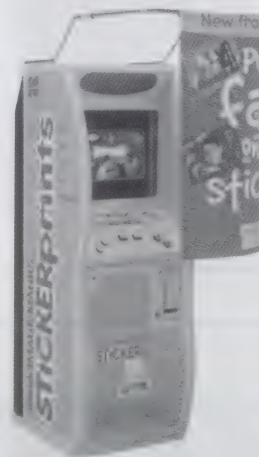


KODAK STICKER MACHINE A CLASS ACT

WE'VE seen Photo Sticker machines, and we've seen Photo Sticker machines, but none to match this Kodak piece that is making waves all over the world.

It's a great looking piece and uses the latest technology, giving quick and efficient

service, and provides customers with all the features that the Japanese built machines have - but, where it stands out like a beacon is with its use of Disney and other universally known characters on the stickers with the customers photo as this combines two of the best known and most respected companies in the world.



NEW PRODUCTS

PUZZLE LOOP

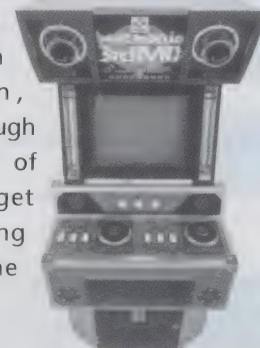
MITCHELL of Japan has launched a new PCB game, Puzzle Loop. The game is one of strategy and features the player's gunship in a space location, surrounded by orbiting coloured balls.

They spiral inwards to eventually explode the gunship and the task for the player is to systematically shoot out combinations of two and three similarly coloured balls to fend off the inevitable.



BEATMANIA - KONAMI

BEATMANIA is a music-based game from Konami. In Japan, this game has proved so popular that operators are into the third generation of software. The basic concept is for players to emulate club DJs, either alone or in competition, progressing through various stages of music which get more challenging the further the player gets.



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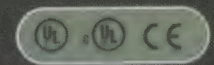
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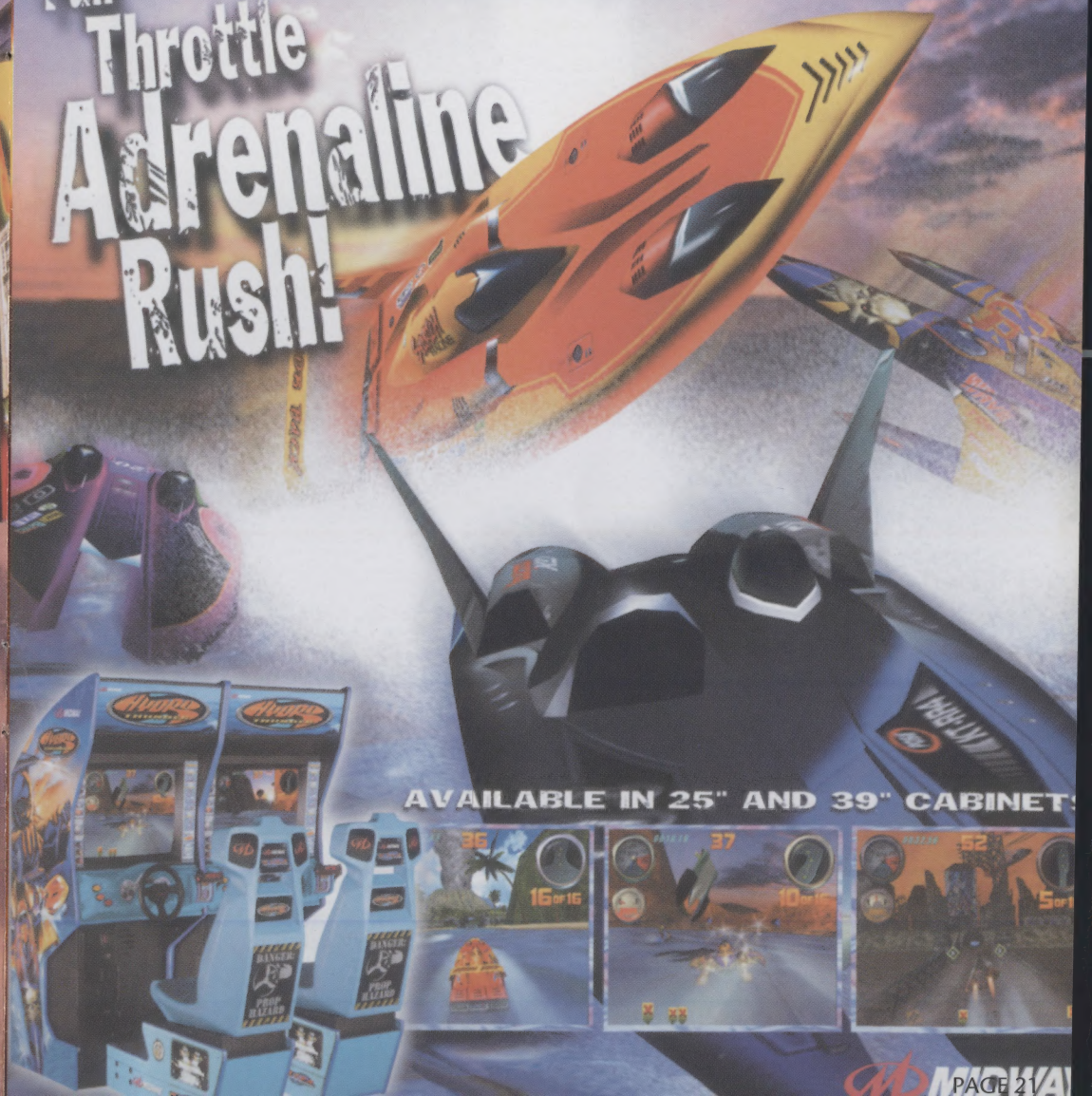
CACTUS Canyon

The West Has Never
Been This Wild!



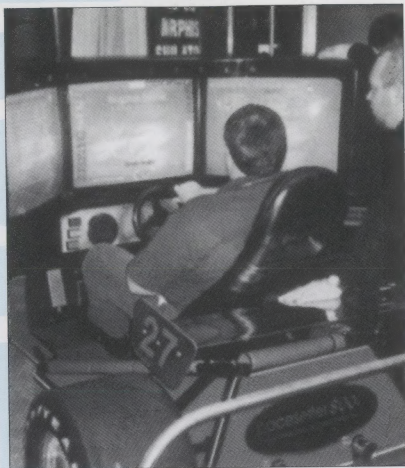
HYDRO THUNDER

Full
Throttle
Adrenaline
Rush!



AVAILABLE IN 25" AND 39" CABINETS

camber CAMBER ENTERTAINMENT



CAMBER Entertainment is handling sales in Europe for the DVS Pacesetter video driving game.

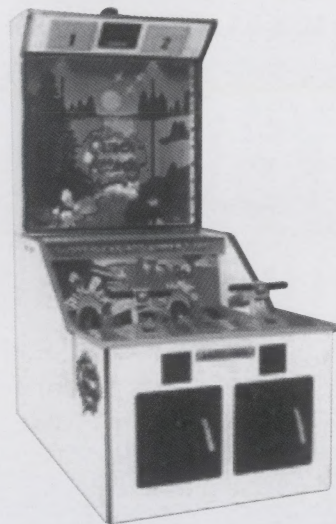
The coin-operated unit is PC-based and has a triple screen for surround effects. The software is a motor racing circuit with several choices of course and degrees of difficulty.

There are 40 tracks in all.

formula 1
FORMULA 1 - THRILLSEEKERS/PSYGNOSIS
AUSTRALIAN simulator specialist has teamed with Sony subsidiary, Psygnosis Ltd to create Formula 1 Arcade, based on the Sony PlayStation game. Players test their skill by becoming a grand prix driver on any of the world's Formula 1 courses, with each track modeled in detail. The video simulator has a three DOF system to give realistic acceleration surge and cornering, and up to eight simulators can be linked together.

quack attack... QUACK ATTACK - LAZERTRON

LAZERTRON has released a water gun redemption game called Quack Attack aimed at children and the young at heart. Units can be linked for up to 16 players. Players shoot at ducks floating on the pond and try to push them through the winners hole. Each duck successfully pushed through starts to fly up a track. The winner is the player whose duck makes it to the top of the track first.



warrior's rage... WARRIOR'S RAGE - SNK

WARRIOR'S Rage is SNK's latest fighting game from the Samurai range for the Hyper NeoGeo 64 system. Two new characters have been added, bringing the samurai line up to 13, and are pitched against 13 deadly foes, including the Emperor of Destruction and the Demon of Vengeance. The game centres on skillful swordplay and features 3D action. Players can check how much destructive power they have at their disposal by consulting a unique "Rage Gauge."

we've been down WE'VE BEEN DOWN THIS ALLEY BEFORE



BOWLING seems to be coming into its own. Two full-sized 'cosmic' alleys have been opened at the Namco Station FECs in Manchester and Luton, after their success in County Hall and Namco's Wonderpark in Great Windmill Street, both in London. "Two years

ago the manufacturers said the market was full," says Namco's Alan Rawlinson. "But now we are seeing alleys opening up all over the place."

John Cooke, of Paternergiro in Portugal, is also surprised. "Bowling died out in the Seventies in Portugal, but since our 24 lane site opened last September it has really taken off," he says. "During the day it is just a normal bowling alley but after 10pm we use the ultraviolet lights and turn it into a discotheque."

"Business is definitely growing," says Kevin Hoolihan, special projects manager at Deith Leisure Spares. "Customers want a product which operates well and is also individual and decorative."

The wraps are still on DMD's new bowling product which will be unveiled at next month's ATEI. The company has been selling the Bowlingo product for ten years and supplied the alleys for Namco's two new FECs. Jonathan Lauder, sales manager for the company has a much more prosaic reason for the success of bowling. "The reason why we sell so many is because they take such good money," he says.

sega reduced SEGA REDUCED TO JUNK BOND IN STATES

JAPAN'S Sega Enterprises Ltd has reported a devastating 76% fall in half year profits, from \$42 million to \$10 million. The company is now rated as a junk bond by US credit ratings agency Moody's Investors Service.

Sales have slipped 20% and the company has issued its second group profits warning in two months. In November, it lowered its estimate for pre-tax profits from October's forecast of \$111 million to \$87 million.

However, Shunichi Nakamura, managing director of Sega, said he hopes the Dreamcast console, set to launch in Japan at the end of last month and in Europe next autumn, will boost performance. The company plans to sell one million Dreamcast machines by the end of the financial year, but needs to sell three million to break even.

But Sega is already experiencing problems with the system, and has admitted that it is currently producing half as many Dreamcasts as anticipated.

President Shoichiro Irimajiri remained defiant: "I am personally not used to losing a fight," he told the Japanese press.

prayer leaving SEGA PRESIDENT TO LEAVE

SPECULATION that Sega president Shoichiro Irimajiri is to leave the company has been fuelled by the news that he has taken a non-executive role at Delphi Automotive Systems, a division of General Motors. However, a Sega spokesman affirmed that he will remain in his role at the company.

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Get Hooked on the Model 3-3D fishing simulated game that offers all the excitement in the sport of bass fishing without getting soaked. Now available in an action packed compact 29-inch cabinet.

Vivid action scenes with real video footage and aquatic sound effects transport you into a competitive paradise.

"Active Rod Controller" gives you realistic action to test your skills against 24 different breeds of fish swimming inside.

You get 3 shots within any one of the 3 different locations to snag the big one. So make each cast count!

SEGA



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The "Active Rod Controller" recreates the feel of reeling in an actual bass fighting on the line.



50" Deluxe

SPECIFICATIONS

Width 65 in.
Depth 114 in.
Height 90 in.
Monitor .50 in. projection

29" Cabinet

SPECIFICATIONS

Width 76.0 cm, 29.92 in.
Depth 92.4 cm, 36.36 in.
Height 164.3 cm, 64.69 in.
Power AC 110 V - 240 V
..... 288 W - 305 W
Monitor 29 in. monitor



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FOR SALE

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(Tekken 2, S.F.E.X., Soul Edge)	
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FOR SALE

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FOR SALE

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Final Furlong	\$28,900
GTi Club Twin	\$15,000
Hot Rod 4p driver	\$1,900
Jet Wave 50"	\$16,400
Moto Cross Go	\$28,400
Neo Print	\$13,000
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Touchmaster	\$4,750
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FOR SALE

1997 Atari Maximum Force dual player game and cabinet with big screen	\$8,800
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Dead or Alive	\$1,900
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GTi Club Twin	\$17,000
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Prop Cycle 50" DX	\$25,000

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Rad Mobile Super Special	\$2,600
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Super Gem Fighters "B"	\$1,000
T-Mek Twin	\$5,500
Tekken 2	\$900
Virtua Racer Twin 26"	\$6,500
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Cruisn' USA Twin	\$12,500
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Cyber Cycles 50" Twin	\$24,000
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Gun Fighters 26"	\$3,900
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Le Mans 25hr	ph for details
Manx TT 29" Twin	\$18,000
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Prop Cycle 50" Complete	\$12,000
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2x Armoured Warriors "B"	\$200
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Killer Instinct 2 PCB	\$1,200
2x Lethal Enforcer Kit	\$800
1x Marvel Super Heroes "B"	\$700
1x Mortal Kombat 1	\$400
6x Mortal Kombat 3 Ultimate	\$350
2x 19XX "B"	\$650
2x NBA Jam Tournament	\$500
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Run & Gun	\$1,250
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7x Street Fighter Super Turbo "B"	\$200
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1x Street Fighter The Movie	\$900
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